

## AMENDMENTS TO THE CLAIMS

Please cancel Claims 6-14, without prejudice or disclaimer of subject matter.

The following is a complete listing of claims and replaces all prior versions and listings of claims in the present application:

1. (Original) A entertainment sponsorship marketing system including:

a business operation having an owner, said business operation featured on a show having a storyline related to said business operation, wherein said business operation comprises independent commerce value distinct from said show;

a product incorporated into said storyline such that a nexus exists between said business operation and said product, said product configured to facilitate substantial resolution of certain issues related to said business operation; and

said storyline configured to demonstrate said product in context of said business operation.

2. (Original) The marketing system of claim 1, wherein said product includes a network for facilitating communication between owners of similar business operations.

3. (Original) The marketing system of claim 1, wherein said product includes financial assistance products.

4. (Original) The marketing system of claim 1, wherein said product includes at least one of a transaction card, a financial service and a loan service.

5. (Original) The marketing system of claim 1, wherein said show is a reality television show.

6. – 14. (Canceled).